



Press Release

10 cool tips on how to organize your fridge

You've been using a fridge your whole life, so you probably think you know it all when it comes to fridge storage. But what the fridge?! There are some surprising ways to keep your tomatoes tastier and your strawberries fresher for longer. The I love Fruit&Veg from Europe Initiative shares some tips that might just save your money, health and the environment.

Switzerland - No matter if you have one of those mini bar fridges or a monster fridge for a family with octuplets, there is always this moment after your shopping when your cooling device is just bursting with food. You have to shove the ketchup bottle out of the way, remove all leftover food and ram the fridge door shut with all your force. And guess what, in the next day or two, you already discover black spotted carrots, cherries fuzzy with mould, or mushy strawberries bleeding out on your fridge shelves.

Let's face it. Improper food storage is not just an avoidable waste of money, it is an avoidable waste of environmental resources. In fact, according to Eurostat, in 2020, 127 kg of food per EU inhabitant were thrown away, with more than half of this waste being generated at home.

There are plenty of things you can do to avoid tossing a good chunk of your groceries in the trash well before their expiry date. One of these is organizing your fridge properly. And there are a few simple tips on how to do this quickly and efficiently.

1. The upper fridge shelf is ideal for foods you will eat the fastest

The upper shelf of the fridge is also the warmest, so it is a good spot to store foods you plan to consume in the nearest future. Place leftovers in clear containers, ready-to-eat-foods, and cakes that need to be refrigerated here. Let's be honest, that cake will be the first to disappear.

2. The middle fridge shelf is a free-for-all

The middle shelf is a great place for a great many number of items. This is where you should place your eggs, hard cheeses, sour creams, watermelons and sliced fruits and vegetables, such as peppers and carrots, that you are just about to eat.

3. The bottom fridge shelf is for those that like it very cold



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The bottom part of your fridge tends to be quite chilly, so it is a good spot for storing milk, yogurt and raw ingredients you plan to cook, such as meat. It is a good idea to keep your meat in a container to avoid leakages that cause food items nearby to spoil faster. The bottom shelf is also the perfect location for fresh herbs, such as basil and parsley. Ideally, you should keep the herbs in a glass jar filled with a little bit of water.

4. The fridge door is for those who like it a little less cold

The door is the warmest part of the fridge. You can place items such as butter, soft cheeses, juice, plant-based milk, condiments, sauces, pickle jars and jams here. The only types of oil you need to refrigerate, sesame and walnut oil, can also be stored here.

5. Separate your fruits and vegetables in the fridge drawers

United might be better than divided, but not when it comes to keeping your fruits and vegetables fresh. In fact, you should actively resist any urge to transfer that giant lettuce head to your emptier fruit drawer. This is because fruits release ethylene, which speeds up the spoiling of vegetables. And your vegetable drawer should be set to high humidity, as your spinach and other greens wilt slower when there's moisture in their environment. Fruits, such as nectarines, peaches, apples, apricots and cherries rot slower at lower humidity.

6. Strawberries are the exception that makes the rule

Strawberries are notorious for their fast spoilage. Strawberries will try to trick you, because, like vegetables, they enjoy humidity and cannot tolerate ethylene. This is why it is a good idea to store them in your veggie compartment. But don't overdo it with the moisture, for example, don't wash the strawberries before you store them.



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7. Not every fruit and vegetable belongs in the fridge

You might be tempted to shove all your produce in the fridge to extend lifetime, but it is not the best location for all your fruits and vegetables. For example, onions, potatoes, winter squash, sweet potatoes and persimmons are better stored on your countertop. And believe it or not, tomatoes get a funky texture and lose flavour when stored in the fridge rather than at room temperature.

8. But some fruits and vegetables definitely belong in the fridge

There are many fruits that benefit from a cool environment. Apples, oranges and berries are fruits that you should keep in your fridge. If you have purchased some greener fruits by accident, you can ripen peaches, apricots, nectarines, and others on the counter, then transfer to the fridge. Vegetables such as cauliflower, cabbage, broccoli, lettuce, peppers, beets, radishes and carrots should also last longer in your fridge. Remember to cut any greens from your carrots or beets, as they suck moisture out of the vegetable.

9. Keep the packaging for your fridge-stored fruits and vegetables

It is recommended to keep fresh fruit, including apples and berries, in their original packaging. Plastic bags with little vents or holes help keep fruit, such as cherries and strawberries, fresh longer by releasing moisture from their surrounding environment.



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Interestingly, fruits you store on your counter should be released from their plastic packaging, as they need the air circulation to prevent premature spoilage.

10. Categorize your fridge and clean on, at least, quarterly basis.

Sort the items in your fridge by categories. Besides separating your fruits and vegetables, group your butters, cheeses, meat, creams, condiments together, so you can keep a closer eye on what you have. You should still do a ground cleaning every three to four months to avoid those yogurt containers overgrown with every mould species known to mankind. And maybe some new ones too.

And just like this, by following these fridge organisation tips, you can finally kiss those mouldy carrots goodbye and stash, not trash your groceries.

Enjoy.

It's from Europe!

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